ABSTRACT OF THE DISCLOSURE

A program recommendation system employing a program record module and one of various nearest neighbor modules is disclosed. In response to a reception of a program record, the program record module converts each key field of the program record into a feature value. A single neighbor module selectively generates a recommendation of a program corresponding to the program record based upon a stored program record qualifying as a nearest neighbor of the received program record. A multiple neighbor module selectively generates a recommendation of the program corresponding to the program record based upon N number of stored program records qualifying as N number of nearest neighbors of the received program record. A neighbor cluster selectively generates a recommendation of the program corresponding to the program record based upon the cluster of stored program records qualifying as the nearest neighbor of the received program record.